

### ABSTRACT OF THE DISCLOSURE

A variable voice rate apparatus to control a reproduction rate of voice, ~~comprises~~ includes a voice data generation unit configured to generate voice data from the voice, a text data generation unit configured to generate text data indicating a content of the voice data, a division information generation unit configured to generate division information used for dividing the text data into a plurality of linguistic units each of which is characterized by a linguistic form, a reproduction information generation unit configured to generate reproduction information set for each of the linguistic units, and a voice reproduction controller which controls reproduction of each of the linguistic units, based on the reproduction information and the division information.